



***Communications Coordinator***  
***Part-time***

**Department/Division:** Community Arts School, Conservatory of Music  
**Classification:** Technical Specialist - L  
**Status:** Part-time, non-exempt  
**Work Schedule:** M – Th 9:00 am – 3:30 pm; some evenings and weekends required, 20 hours per week

**Job Summary:**

As a member of the Community Arts School (CAS) team, the Communications Coordinator develops and implements the marketing and communications strategic plan. This position works closely with program coordinators to develop strategic communication initiatives that drive enrollment for the Community Arts School. Will report to the Associate Director, Community Arts School. Anticipated start date is October, 2019.

**Essential duties, tasks and responsibilities:** The following duties are not to be considered a complete list of duties and responsibilities assigned to this position.

- Creates and manages a results-oriented communications plan for the Community Arts School; designed to drive enrollment and program participation
- Manages for the branding, voice and messaging across all communication channels consistent with the Baldwin Wallace University, Conservatory of Music and Community Arts School graphic standards. Serves as the liaison between the Community Arts School and BW University Relations
- Develops messaging and external marketing and communications material including, but not limited to, print/digital advertising, signage/displays, newsletters, website content, and social media channels. Coordinates collateral projects with contracted ad agency
- Assists in member-facing communications activities including email, website content, facility updates and emergency communications as needed. Collaborates with the Conservatory of Music Social Media Manager and CAS program coordinators on content and messaging for the BW CAS social medial platforms.
- Builds relationships with internal and/or external partners or key stakeholders, such as schools, community organizations or companies, to support programs or projects.
- Provides and maintains marketing statistics and reports to measure impact and results
- Other duties as assigned

**Qualifications:**

- Bachelor's degree preferred. Experience in working with the areas of music, dance, theatre and/or visual arts is preferred.
- At least five (5) years of communications or marketing experience
- Graphic design experience required
- Ability to work independently, exercise good judgment, and take initiative. Skills in problem-solving, negotiation, tact and diplomacy
- Ability to maintain a sense of team spirit and humor within a dynamic, challenging and rewarding environment
- Must be detail-oriented with exceptional oral, written and interpersonal skills
- Experience is using WordPress
- Proficiency in the Adobe Suite, Microsoft Office Suite, especially Microsoft Excel
- Will be required to pass a background check and complete required University compliance training

**Compensation:**

A competitive hourly rate plus part-time benefits including pro-rated tuition benefits.

**Working Conditions and Physical Requirements:**

Other than some local travel, work is normally performed in a typical interior/office work environment. Limited physical effort required. No or limited exposure to physical risk.

**Application Procedures:**

Applications must be submitted online at <https://www.bw.edu/employment>. Review of applications will begin immediately and continue until the position is filled. Please submit via one (1) PDF file containing a cover letter, resume and contact information for three references.

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